ABSTRACT OF THE DISCLOSURE

An aqueous coating composition having improved adhesion to friable surfaces including an emulsion polymer of certain compositions and certain acid numbers having a glass transition temperature of -20°C to 100°C and an average particle diameter less than 120 nanometers, and certain water-soluble ethoxylates is provided. In addition, a method for improving adhesion to friable surfaces by using the aqueous coating compositions of the invention is provided.